

EAST Search History

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|---|------------------------------|------------------|---------|---------------------|
| S3 | 670 | 725/34.ccls. | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 10:19 |
| S5 | 359 | 725/34.ccls. and (audience household family) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 10:31 |
| S6 | 47 | 725/34.ccls. and (audience household family) and (IP internet with protocol) with address\$4 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 10:34 |
| S9 | 102 | 725/32-36.ccls. and (audience household family) and (IP internet with protocol) with address\$4 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 11:25 |
| S14 | 17 | 725/32-36.ccls. and (audience household family) and (IP internet with protocol) with address\$4 and (poll\$4) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 12:00 |
| S15 | 10 | 725/32-36.ccls. and (members) and (IP internet with protocol) with address\$4 and (poll \$4) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 12:03 |
| S16 | 22 | 725/32-36.ccls. and (IP internet with protocol) with address\$4 and (poll \$4) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 12:07 |
| S17 | 175 | 725/32-36.ccls. and (IP internet with protocol) with address\$4 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 13:40 |
| S19 | 151 | 725/32-36.ccls. and (monitor\$5 track\$5) with (profil\$5) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 14:25 |
| S21 | 254 | 725/32-36.ccls. and (monitor\$5 track\$5 poll \$4) with (profil\$5 habit \$1 behavior history) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 14:35 |

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| S23 | 60 | "725"/\$.ccls. and (target \$5) with (ad advertisement\$1 advertising ads commercial\$1) and (IP Internet adj protocol) with address\$4 and (track\$4 monitor\$4 poll \$4) with (behavior habit \$1 poll\$3) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 14:42 |
| S25 | 640 | (target\$5) with (ad advertisement\$1 advertising ads commercial\$1) and (IP Internet adj protocol) with address\$4 and (track\$4 monitor\$4 poll \$4) with (behavior habit \$1 profil\$3) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 14:52 |
| S26 | 63 | (target\$5) with (ad advertisement\$1 advertising ads commercial\$1) and (IP Internet adj protocol) with address\$4 and (track\$4 monitor\$4 poll \$4) with (behavior habit \$1 profil\$3) and "725"/\$.ccls. | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 14:52 |
| S27 | 68 | (target\$5) with (ad advertisement\$1 advertising ads commercial\$1) and (IP Internet adj protocol) with address\$4 and (track\$4 monitor\$4 poll \$4) with (behavior habit \$1 history profil\$3) and "725"/\$.ccls. | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/12 14:52 |
| S29 | 36 | (US-20040226034-\$ or US-20040221304-\$ or US-20020150387-\$ or US-20010029613-\$ or US-20010022615-\$ or US-20050149974-\$ or US-20040117827-\$ or US-20040031058-\$ or US-20030229900-\$ or US-20030046689-\$ or US-20030033199-\$ or US-20050235318-\$ or US-20030208767-\$ or US-20070094689-\$ or | US-PGPUB; USPAT | OR | OFF | 2008/03/12 15:14 |

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|-----|-----|---|------------------------------|----|-----|---------------------|
| | | US-20030208763-\$ or US-20050125823-\$ or US-20020194601-\$ or US-20030110503-\$ or US-20020124249-\$ or US-20070130595-\$ or US-20040181811-\$ or US-20040181800-\$). did. or (US-6965593-\$ or US-6778807-\$ or US- 6983478-\$ or US- 7319455-\$ or US- 7095402-\$ or US- 7073189-\$ or US- 5754938-\$ or US- 7003792-\$ or US- 6460036-\$ or US- 6029195-\$ or US- 5835087-\$ or US- 5754939-\$ or US- 7174126-\$ or US- 6732158-\$).did. | | | | |
| S30 | 3 | ("20020056088" "20020129368" "5907321").PN. | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 07:45 |
| S31 | 8 | ismail.in. and advertisement\$1 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 07:51 |
| S33 | 113 | "725"/\$.ccls. and (viewing with habit\$1 behavior history) and (ip internet adj protocol) and (advertisement\$1 advertising ad ads) with (replacement replac\$3 substitut\$4) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 08:43 |
| S34 | 88 | eldering.in. and incorporat\$5 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 09:49 |
| S35 | 57 | eldering.in. and incorporat\$5 and "725"/ \$.ccls. | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 09:50 |

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| S36 | 96 | "725"/\$.ccls. and (viewing with habit\$1 behavior history) and (ip internet adj protocol) and (advertisement\$1 advertising ad ads) with (replacement replac\$3 substitut\$4) and address \$4 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 10:55 |
| S48 | 44 | "725"/\$.ccls. and (viewing with habit\$1 behavior history) and (ip internet adj protocol) with address \$4 and (advertisement \$1 advertising ad ads) with (replacement replac\$3 substitut\$4) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 11:50 |
| S51 | 273 | "725"/\$.ccls. and (viewing with habit\$1 behavior history) and (ip internet adj protocol) with address \$4 and (advertisement \$1 advertising ad ads) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 12:06 |
| S61 | 68 | "725"/\$.ccls. and (collect\$5 poll\$5) with pulse\$1 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 13:15 |
| S62 | 2 | "725"/32-36.ccls. and (collect\$5 poll\$5) with pulse\$1 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 13:16 |
| S63 | 4 | "725"/32-36.ccls. and (collect\$5 poll\$5) with ton\$4 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 13:16 |
| S64 | 0 | "725"/\$.ccls. and (collect\$5 poll\$5) with pulse\$1 same (history behavior habit\$1) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 13:17 |
| S65 | 13 | "725"/\$.ccls. and (collect\$5 poll\$5) with pulse\$1 and (history behavior habit\$1) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 13:17 |
| S76 | 5120 | "725"/\$.ccls. and (device "80") same (provider source) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 14:21 |
| S77 | 993524 | "6698020".pn. (device "80") same (provider source) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 14:21 |

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| S80 | 123 | "725"/\$.ccls. and (chang \$5 adjust\$3) with (ad advertisement\$1 commercial\$5) same break\$1 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 14:33 |
| S84 | 60 | 725/32-36.ccls. and (chang\$5 with channel \$1) with determin\$5 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 14:46 |
| S88 | 93 | "725"/\$.ccls. and (similar) with (ad advertisement\$1 commercial\$5) same (interact\$5) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/13 15:03 |
| S89 | 508 | "725"/\$.ccls. and (determin\$5) with (channel\$1) with (chang \$5) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 09:51 |
| S90 | 60 | "725"/32-36.ccls. and (determin\$5) with (channel\$1) with (chang \$5) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 09:54 |
| S91 | 0 | "725"/32-36.ccls. and (determin\$5) with (channel\$1) with (chang \$5) and probable with channel\$1 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 11:16 |
| S92 | 6 | "725"/32-36.ccls. and (channel\$1) with (chang \$5) and probable with channel\$1 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 11:16 |
| S98 | 47 | 725/32-36.ccls. and (ad advertisement\$1 ads commercial\$1) with (tag \$4) and (program\$5) with (profile\$1 characteristic\$1) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 13:21 |
| S107 | 93 | "725"/\$.ccls. and (expiry expir\$3 expiration die with arriv \$4) with (ad advertisement\$1 ads commercial\$1) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 14:40 |
| S118 | 719 | "725"/\$.ccls. and (during with program \$1) with (ad advertisement\$1 ads commercial\$1) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 16:05 |

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| S119 | 216 | "725"/\$.ccls. and (during with program \$1) with (ad advertisement\$1 ads commercial\$1) and (during with program \$1) with break\$1 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 16:05 |
| S122 | 148 | S120 and (different differing chang\$3 adjust \$4) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 16:22 |
| S123 | 1 | S121 and (different differing chang\$3 adjust \$4) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 16:22 |
| S125 | 248 | "725"/\$.ccls. and (poll \$3 collect\$4) same trigger\$4 | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 16:32 |
| S127 | 158 | "725"/\$.ccls. and (poll \$3 collect\$4) same (pulse\$3) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 16:39 |
| S129 | 38 | "725"/\$.ccls. and (poll \$3 collect\$4) with (tone \$1) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 17:10 |
| S130 | 1061 | "725"/\$.ccls. and (poll \$3 collect\$4) with (signal\$3) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 17:15 |
| S131 | 91 | "725"/32-36.ccls. and (poll\$3 collect\$4) with (signal\$3) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 17:15 |
| S132 | 8 | "725"/32-36.ccls. and (poll\$3 collect\$4) with (signal\$3 mechanism \$1) and (pulse with (mechanism\$1 signal \$1)) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 17:16 |
| S133 | 285 | "725"/\$.ccls. and polling with (mechanism \$1 signal\$1) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 17:20 |
| S135 | 21 | "725"/32-36.ccls. and polling with (mechanism \$1 signal\$1) | US-PGPUB; USPAT; USOCR | OR | OFF | 2008/03/14 17:23 |

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